VOC -BUDGETING FOR PUBLIC SAFETY PROJECT CHARTER

Project Name: CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

Project Charter Date:

11/07/13

Version #:

4

1.0 Project Goal:

Reduce crime by encouraging pedestrian traffic in commercial corridors while also discouraging loitering, street drug sales and gambling.

2.0 Project Strategy:

Higher pedestrian traffic is a signal to the population that an area is safe and will encourage further pedestrian traffic, which in itself discourages street drug sales and other Illegal activity. This foot traffic can be increased by making the pedestrian right of ways (including streets, sidewalks and storefronts) appear more safe, pleasant and interesting. Loitering and illegal activity can be further discouraged by making the areas where this activity takes place more unpleasant and unwelcoming for such activities. Brighter street lights discourage lurking and make nighttime walking feel more secure.

3.0 Project Description(s):

1) Mosquito sound system - This system, when triggered, issues a very high frequency sound that drives people out of its radius (~50 feet, which is in accordance with City noise ordinances). It is unpleasant to hear for people under 25 but does not damage hearing. Noise level in the Mark 4 model (proposed) is designed to run at only 5 decibels above background noise levels. The maximum level (only used with very high background noise) is slightly above that produced by a lawnmower. Sound lasts a maximum of 20 minutes after triggering. These are not prototype devices- businesses in the U.S., Europe and Canada routinely use these devices to drive loiterers away. They are also successfully used on government and school properties to prevent graffiti. They usually require installation by an electrician at a height where they cannot be reached, but they can easily be moved to a different location. We recommend purchasing three of these systems as a pilot project, to be used by Neighborhood Associations and City of Rochester departments.

Budget: \$1150 per unit, \$150 for anti-vandalism cage, \$30 for power transformer, \$190 for remote, plus \$480 estimated for multiple location installations, X 3 units, equals a \$6000 cost.

- 2) Vacant Storefront Art Vacant storefronts not only make streetscapes less inviting, they actually discourage pedestrian traffic by appearing more menacing and spooky than occupied stores. Other cities have successfully used art in vacant storefronts to make streetscapes more interesting and less intimidating. As an additional benefit, this art has been found to generate actual economic activity where it has been used. Two types have been used, and we recommend using both types:
 - A) Faux storefronts Window coverings depicting active businesses that neighbors would like to see, such as a bakery, bookstore, bicycle store or coffee shop. We envision these projects to be printed on vinyl sheets that could be moved from storefront to storefront if desired.
 - B) Art installations (e.g. tableauxs, or collections of paintings or sculptures) in the windows.

We anticipate the budget for this would be \$2000 for 10 faux business vinyl banners and \$3600 for 12 art installations.

3) Right of way plantings - These can act as both an attraction and a repellant, depending on the planting. Flowers, bushes, vines and other attractive, soft vegetation breaks up stretches of pavement or concrete, reduces heat effects in the summer and makes walking more interesting. Thorny, creeping plants can be planted in areas where loitering or illegal activities occur to make those activities less comfortable. The target for these planters would be commercial corridors that seek to maximize shopping pedestrians. We anticipate that neighborhood/business groups or individual businesses would apply for sponsorship of these sidewalk planters and take responsibility for maintaining them. Hanging baskets on light poles could also be used.

We anticipate the required capital budget for this project to be \$3000 for 60 planters at \$50 each; and \$4000 for plantings and soil. Neighborhood volunteers would be needed to do the planting, with City assistance in moving materials.

- 4) Pedestrian Crossing Signs Public safety is more than just crime. Many citizens are killed and injured in car-pedestrian crashes each year. These high-visibility signs calm car traffic and make pedestrian crossings safer at unsignaled crosswalks. Wide commercial corridor streets act like "moats", so that even if walking on one side is safe and pleasant, crossing to the other side (to look at stores or even to just continue a walk in different surroundings) seems daunting. Women escorting or pushing children, the elderly and the disabled are particularly impacted by these "moats", as they tend to be slower than the average pedestrian. It is important to a commercial corridor that both sides are integrated as much as possible- patrons should be able to move easily from one side of the street to another. Citizens using public transit also benefit from the signs, as they have to cross these streets to catch buses going in the opposite direction. We anticipate the budget for this project would be \$2700 for 9 signs at ~\$300 per sign. They are portable and can be moved at any time should the need arise (e.g. for an event or festival).
- 5) Outdoor cafe seating for existing restaurants- Other successful and walkable commercial corridors in Rochester (e.g. Park Avenue) feature restaurants that offer outdoor seating. This not only makes the sidewalks more interesting to walk on, but also provides more "eyes on the street" that prevent criminal activity. You wouldn't see open air drug sales happening if it took place in full view of diners. While a few small businesses in the NW have used these, many entrepreneurs may not be willing to sink precious capital into street furniture if they're not sure of the outcome. The City could purchase tables and chairs, then loan them to businesses (permit required) on a temporary basis. If successful, the business owners would then feel more confidant to purchase their own set for use. We propose purchasing 4 sets of 3 piece (table and 2 chairs) at \$1050.00 per set, plus tax, for a total of \$4500.00.
- 6) Street lighting Multiple neighborhood groups have indicated their desire for higher levels of street lighting as a crime deterrent. However, to our knowledge, no study of the effectiveness of better street lighting against crime has been done in Rochester. We propose that a controlled experiment of the effects of higher-level street light brightness be conducted, using higher lumen metal-halide lights (which provide a brighter white light than existing sodium vapor lights). This experiment should be done on stretches of both high-crime residential streets and commercial corridors for durations of at least one year. At the end of the year, crime statistics on those streets should be compared to crime statistics for those streets for the previous years. A decrease in crime for enhanced-lighting streets should encourage bulb substitution on other high-

crime streets in the future.

We anticipate the capital and labor cost of this project to be \$10,500.00, based on substitution of 30 lights at \$350.00 per light.

4.0 Implementing Partners:

Mosquito Sound System: Neighborhood Associations and City Departments, and RPD

Vacant Storefront Art: NSC office and Neighborhood and Business Associations for determining vacant storefront property owners and securing their cooperation. Local art organizations, galleries and schools to publicize and secure artists that may wish to have their art featured in these displays.

Right of Way Plantings: Neighborhood and Business Associations, Neighborhood Gardening volunteer groups, City Horticulturalist, City DES for moving materials.

Pedestrian Crossing Signs: City DES/NSC for procurement, installation and removal.

Cafe Street Furniture: City Economic Development Office/NSC Office to promote the program; NSC Office to hold the furniture between loans.

Improved Street Lighting: RPD for help in determining high-crime streets for experiment location, and gathering and examining statistics; City/RG&E for installation of bulbs.

5.0 Notes:

Re: Mosquito Sound System - System can be set to 4 different volume levels. Effective range is 50-70 feet, which can be adjusted via volume levels. Triggering the device can be accomplished by either motion sensors and timers (to keep any people away from a particular location during particular hours- say for vandalism prevention), or by remote control (to discourage loitering or rowdy groups in front of stores). For loitering prevention purposes, installation of the units may have to be on storefronts or residences (which are usually private property). However, this use is still within the requirements of the grant, since these units are not *improvements* to the property. They do not attract people to the stores or increase profits. If anything, they are driving people away from the devices. The property or business owners are merely donating temporary use of their storefronts for a public safety purpose, just as if they were allowing use of RPD surveillance cameras.

Re: Vacant Storefront Art - although the art would be temporarily placed on private property, we believe that again it doesn't act as an improvement of the premises. The art is temporary only, and doesn't increase the commercial value or rentability of the space. The building owner would only be donating the use of the space as a neighborhood beautification project.

Re: Plantings - It is important that property owners and/or neighborhood gardener volunteers get behind this project. If the plants are not watered and cared for, they will die and add a "blighted" feel to a neighborhood that can't afford that. However, experience in other cities shows that plantings in the right of way improve surrounding property values and increase pedestrian traffic.

Group Comments (10/23/13):

What would be a formula that is equitable to the entire NW

- It was determined that monies would be equally distributed as follows:
 - o Charlotte 1/3
 - o Maplewood 1/3
 - Old Sector 3 Boundaries 1/3
- ➤ How is funding to be allocated
 - Public Service Agreements would be created with Maplewood Neighborhood Association taking the lead. The City of Rochester would use existing Purchase Contracts for items like planters and plantings, street furniture, and the like.

6.0 Action Items:	
Item	Responsibility
Develop Criteria for placement of equipment and furnishings and beautification	B Collins, P Saxe, M Poinan
Opportunities for combining CPTED and Funding to Neighborhood and Business Associations with Enhanced Communication to	
City Hall	B Collins, M Poinan
Wall therapy specifications & compensation	P Saxe
Storefront art specification	W Bourbonnais
Surveying of potential nodes for application of CPTED	J McMahon, P Saxe